

**REMARKS**

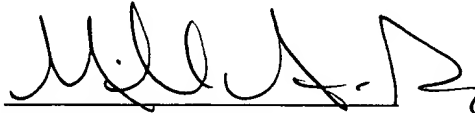
In this Amendment, Claims 19-21 have been added, Claims 1-4, 7, 8, 10, 13, 14 and 16 have been amended, and the other pending claims have been maintained in their existing form. Claims 1-21 are pending. Antecedent basis for the amendments is located throughout Applicant's Specification, plus Applicant's claims as originally filed. No new matter has been added. A marked-up version of the amended claims is attached pursuant to 37 CFR § 1.121.

Applicant respectfully requests favorable action in this case.

No additional fee is believed due. Nevertheless, to the extent that this Amendment results in additional fees, the Commissioner is authorized to charge deposit account no. 08-1394.

If any unresolved aspect remains, the Examiner is invited to call Applicant's attorney at the telephone number listed below.

Respectfully submitted,



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Docket No. 28150.10

a-135814

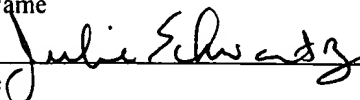
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Printed Name

Signature

Julie Schwartz



**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**In the Specification**

On page 1, in the section entitled Cross-Reference to Related Applications, the paragraph has been amended as follows.

This application relates to co-pending United States Patent Applications (a) Serial No. 09/690,366 [\_\_\_\_, \_\_\_\_], entitled METHOD AND SYSTEM FOR FORMING A HYPERLINK WITHIN A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER, (b) Serial No. 09/690,199 [\_\_\_\_, \_\_\_\_], entitled METHOD AND SYSTEM FOR FORMING A REFERENCE WITHIN A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER, (c) Serial No. 09/690,680 [\_\_\_\_, \_\_\_\_], entitled METHOD AND SYSTEM FOR IDENTIFYING A SELECTABLE PORTION OF A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER, (d) Serial No. 09/690,367 [\_\_\_\_, \_\_\_\_], entitled METHOD AND SYSTEM TRANSLATING A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER, and (e) Serial No. 09/690,368 [\_\_\_\_, \_\_\_\_], entitled METHOD AND SYSTEM FOR DISPLAYING A DIGITAL VERSION OF A MASS-PRODUCED PRINTED PAPER. Each of these co-pending applications is filed concurrently herewith, names at least Billy P. Taylor as an inventor, is incorporated herein by reference in its entirety, and is assigned to the assignee of this application.

**In the Claims**

Claims 1-4, 7, 8, 10, 13, 14 and 16 have been amended as follows.

1. (Amended) A method performed by a computer system, comprising:  
storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper [having a first digital format]; and  
[replacing first content in the first version with second content; and]  
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper [having a second digital format], and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.

2. (Amended) The method of Claim 1 wherein the translating [replacing] comprises: translating the first version into the second version [replacing the first content in the first version with the second content], wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.

3. (Amended) The method of Claim 2 wherein the translating [replacing] comprises: translating the first version into the second version [replacing the first content in the first version with the second content], wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.

4. (Amended) The method of Claim 1 wherein the translating comprises [and comprising]:  
translating the first version into the second version in a manner that replaces [replacing] the first displayable content with the second displayable content in response to a user profile.

7. (Amended) A system, comprising:  
a computing device for:  
storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper [having a first digital format]; and  
[replacing first content in the first version with second content; and]  
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper [having a second digital format], and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.
8. (Amended) The system of Claim 7 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.
10. (Amended) The system of Claim 7 wherein the computing device is for:  
translating the first version into the second version in a manner that replaces [replacing]  
the first displayable content with the second displayable content in response to a user profile.

13. (Amended) A computer program product, comprising:  
a computer program processable by a computer system for causing the computer system to:  
store a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper [having a first digital format]; and  
[replace first content in the first version with second content; and]  
translate the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper [having a second digital format], and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper; and  
an apparatus from which the computer program is accessible by the computer system.

14. (Amended) The computer program product of Claim 13 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.

16. (Amended) The computer program product of Claim 13 wherein the computer program is processable by the computer system for causing the computer system to:  
translating the first version into the second version in a manner that replaces [replace] the first displayable content with the second displayable content in response to a user profile.

The following new Claims 19-21 have been added.

--19. (New) The method of Claim 1 wherein the translating comprises:  
translating the first version into the second version, the first version having a first digital format, and the second version having a second digital format.--

**PATENT**

Serial No.: 09/690,677

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Customer No. 000027683

--20. (New) The method of Claim 7 wherein the first version has a first digital format, and the second version has a second digital format.--

--21. (New) The method of Claim 13 wherein the first version has a first digital format, and the second version has a second digital format.--